

CLAIM AMENDMENTS

The following listing of the claims replaces all prior versions, and listings, of the claims in the application.

- 1-21. (Canceled)
22. (New) A method of controlling a communication to a customer, the method comprising:
 - storing communication components, templates, and special processing instructions as records in a database;
 - authorizing a dispersed user access to the database;
 - receiving a communication component selection from the dispersed user;
 - generating a personalized communication by utilizing at least one of the special processing instructions to apply the selected communication component to one of the templates;
 - and
 - forwarding the personalized communication to the customer.
23. (New) The method of claim 22, wherein storing comprises storing in a centralized database.
24. (New) The method of claim 22, wherein storing comprises storing in a distributed database.

25. (New) The method of claim 22, wherein storing comprises storing in different databases.
26. (New) The method of claim 22, wherein storing comprises storing at least one of the templates with at least one of the special processing instructions embedded therein.
27. (New) The method of claim 22, wherein authorizing comprises receiving at least one of the following from the dispersed user:
 - an ID; and
 - a password.
28. (New) The method of claim 22, wherein generating the personalized communication comprises generating at least one of the following:
 - a letter;
 - a facsimile;
 - an electronic mail message;
 - a web page;
 - a sound communication; and
 - a video.
29. (New) The method of claim 22, wherein forwarding the personalized communication comprises forwarding the personalized communication to the customer via the dispersed user.

30. (New) The method of claim 22, further comprising storing the personalized communication.
31. (New) The method of claim 30, wherein storing the personalized communication comprises storing the personalized communication in the database.
32. (New) The method of claim 30, wherein storing the personalized communication comprises storing the personalized communication in transient form.
33. (New) The method of claim 22, further comprising receiving a template selection from the dispersed user.
34. (New) The method of claim 22, further comprising receiving a special processing instructions selection from the dispersed user;
35. (New) The method of claim 22, further comprising rendering the personalized communication.
36. (New) The method of claim 35, wherein rendering comprises at least one of the following:
 - displaying the personalized communication; and
 - printing the personalized communication.

37. (New) The method of claim 22, further comprising modifying at least one of the following based on an edit by an authorized user:

at least one of the stored communication components;

at least one of the stored templates; and

at least one of the stored special processing instructions.